



2012
Pedestrian Safety Mini-Grant
Manteca Police Department

Goals and Objectives

- Raise awareness and educate the public through various events
- Educate pedestrians and drivers through cross walk enforcement operations
- Publicize events through the media

Goals and Objectives

- Reproduce educational materials for placement in and around school campuses, youth and community centers, parks where families and youth congregate, etc.
- Promote campaign messages through websites, Facebook, blogs, and Twitter.
- Promote campaign messages through media relations and outreach, such as radio talk shows, interviews, op-ed pieces, newsletter articles, press releases, etc. (Note: no paid media).

Application Process

Initial Request to Cover:

Total Educational “It’s Up To Us” Handouts / pencils Cost: \$1,900.00

5,000 each, Full color folded brochures - \$ 535.00

5,000 each, Full color 8.5” x 11” flyers - \$465.00

5,000 each, printed pencils - \$900.00

Total cost for staffing two 4-hour Crosswalk Operations- \$3,090.48

Per Operation Cost: \$1,545.24

State of California - California Department of Public Health PAYEE DATA RECORD (Required when requesting payment from the State of California by IRS W-9)			
1	INSTRUCTIONS: Complete all information on this form. Sign, date, and return to the State Agency (department/office) address shown at the bottom of this page. Prompt return of this fully completed form will prevent delay when processing payments. Information provided on this form will be used by Santa Anderson to prepare Information Returns (1099). See bottom page for more information and Privacy Statement.		
2	NOTE: Governmental entities, fully and completely formed, and local (including school) districts, are not required to submit this form. PAYEE ID: <u> </u> ADDRESS NAME (Type in Type) <u> </u> City of Martinez, CA 94537		
3	SOCIAL PROTECTION - ENTER NAME AS BOXED ON SSN Card (Last, First, MI) SOCIAL ADDRESS 1001 W. Center Street City, State, Zip Code Martinez, CA 94537		PAYEE ADDRESS PO BOX 6000 1001 W. Center Street City, State, Zip Code Martinez, CA 94537
4	ENTER FEDERAL EMPLOYER IDENTIFICATION NUMBER (FED): <u>94-1263336</u>		NOTE: Payment will not be processed without an accompanying taxpayer ID number.
PAYEE TYPE	<input type="checkbox"/> PARTNERSHIP <input type="checkbox"/> SOLE PROPRIETOR <input type="checkbox"/> INDIVIDUAL OR SOLE PROPRIETOR ENTER SOCIAL SECURITY NUMBER: <u> </u> - <u> </u> - <u> </u> (SSN required by authority of California Revenue and Tax Code Section 18646)		
5	<input type="checkbox"/> CORPORATION <input type="checkbox"/> MEDICAL (e.g., dentistry, psychotherapy, chiropractic, etc.) <input type="checkbox"/> LEGAL (e.g., attorney services) <input type="checkbox"/> ACCOUNTANT (accountant) <input type="checkbox"/> ALL OTHERS: _____		
6	<input type="checkbox"/> California resident—qualified to do business in California or maintain a permanent place of business in California. <input type="checkbox"/> California nonresident (see reverse side)—Payments to nonresidents for services may be subject to State income tax withholding. <input type="checkbox"/> No services performed in California. <input type="checkbox"/> Copy of Franchise Tax Board waiver of State withholding attached.		
7	I hereby certify under penalty of perjury that the information provided on this document is true and correct. Should my residency status change, I will promptly notify the State agency below.		
AUTHORIZED PAYEE REPRESENTATIVE NAME (Type in Type) <u> </u> Francis Director SIGNATURE <u><i>Francis Director</i></u> DATE <u>04/25/2012</u> TELEPHONE <u>(209) 459-8765</u> SIGNATURE _____ DATE _____ TELEPHONE _____			
8	Please return completed form to: Department/Office: <u>California Department of Public Health</u> Unit/Section: <u>Safe and Active Communities Branch, Kids Pates</u> Mailing Address: <u>PO Box 997377</u> City/State/Zip: <u>Sacramento, CA 95899-7377</u> Telephone: <u>(916) 322-2269</u> FAX: <u>(916) 562-9810</u> E-Mail Address: <u>karissa.anderson@cdph.ca.gov</u>		

[illegible]

WILLIE W. WEATHERFORD
MAYOR

Printed Items

- 10,000 two-sided bookmarks,
- 5,000 quarter sheet handouts
- 75 posters.



Events

- School Assemblies
- Safety Fair
- City Youth Dance
- Crosswalk Stings / Enforcements



School Assemblies

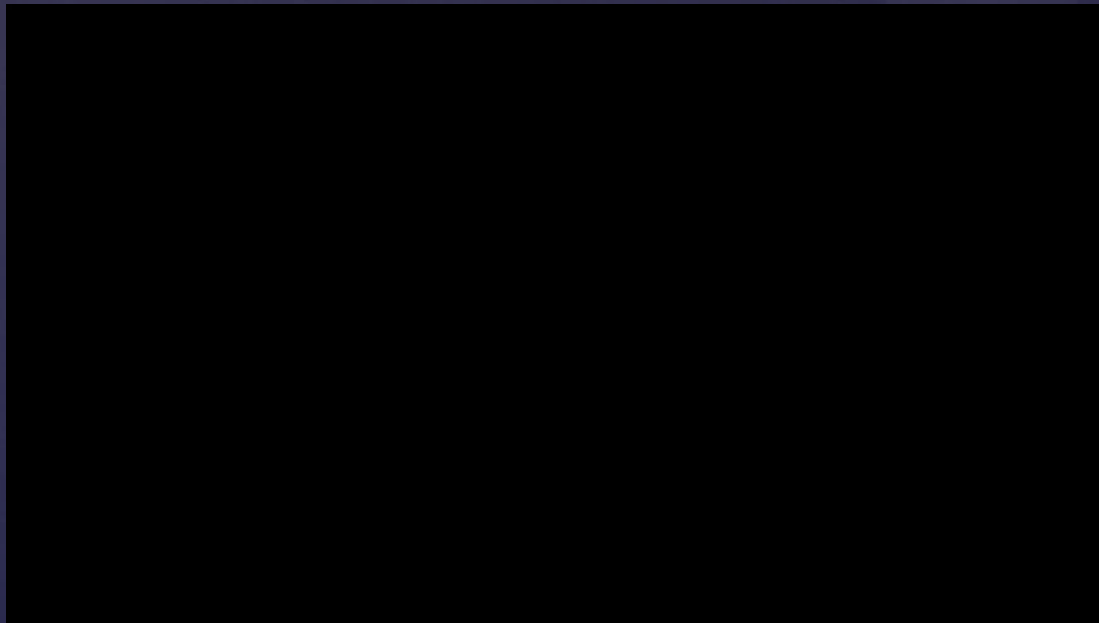
The local elementary schools
Geared toward 2nd – 5th graders
Over 735 students impacted



Videos Used

Danger Rangers – Use That Crosswalk

Step to Safety with ASIMO



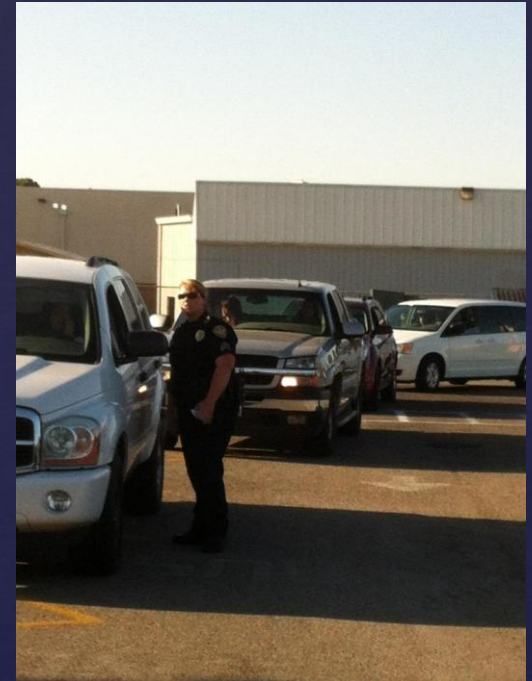
Old Navy Safety Fair

September 19, 2012



City Youth Dance

May 11th, 2012 – Over 800 students



Crosswalk Stings / Enforcement



May 14, 2012 - 28 citations issued
May 21, 2012 - 32 citations issued

45 citations were for failing to yield to a pedestrian



Publicity

Page 1 of 2

[Print This Article](#)

Medical excuse for ignoring pedestrian

Driver with elevated leg among 22 cited in crosswalk sting

Glenn Kahl
gkahl@mantecabulletin.com
209-249-3539
May 22, 2012

One of 22 drivers cited in a Manteca Police sting Monday morning for failing to stop for pedestrians at crosswalks had a medical reason for not being able to stop – his right foot was in a brace and his leg needed to be elevated.

Manteca Police motorcycle officer Patrick Danipour said he was stunned when he approached the 1993 Honda Civic that he pulled over on North Cottage Avenue where the roadway approaches the Highway 99 overcrossing.

Joshua Furtado, 18, of San Jose, had his right leg resting on the dashboard of the car – his excuse for not stopping at the painted crossing at Glenn Drive. Neighbors were quick to note that no one stops for people at that crosswalk when officers are not present.

One woman who has walked daily through the neighborhood for months said the traffic coming down Cottage Avenue from the freeway overcrossing never stops for her when she has tried to cross the roadway. She complained that the drivers see her and just stare as they drive by. She said one woman motorist came close to striking her at the corner when she moved down to North Street to cross with the light.

Officers were quick to react earlier when a 1989 Chevy truck violated the right-of-way of reserve officer Eugene Estrella at Garfield and Yosemite avenues in front of Manteca High School. MHS school resource officer April Smith gave chase and the driver, Jose Murillo, 23, of Yuma, Arizona made a quick turn into a furniture store parking lot across from the high school.

Sensing the motorist was fleeing for another reason, Smith immediately called for backup and other officers drove in behind the pickup where the driver was found with half a quart of beer in the cab. Traffic officer David Bright administered a roadside sobriety test and arrested Murillo for drinking and driving and having a blood alcohol level of above .008.

The officers set up sting locations at Yosemite Avenue and the intersections of Sherman, Garfield, Pierce and Locust avenues. They also were staged at Center Street and Sycamore Avenue and Cottage Avenue and Glenn Drive. An additional nine citations were also issued for speed, running a stop sign and talking on cell phones.

As motorcycle officer Patrick Danipour sat under the shade of a tree at Sycamore Avenue and Center Street one motorist drove through the boulevard stop across the street from his location. He gave pursuit and pulled the driver over near the Post Office.



Publicity

Page 1 of 2

[Print This Article](#)

28 motorists get tickets in Manteca sting targeting pedestrian safety

Dennis Wyatt
dwyatt@mantecabulletin.com
209-249-3519
May 16, 2012

Pedestrians legally crossing Cottage Avenue in a clearly marked crosswalk midway between North Street and the Highway 99 overpass got an earful from motorists yelling at them to get out of the way.

It was an expensive verbal lashing for the drivers as Manteca Police officers ended up issuing them tickets not for their expletives but for a moving violation.

One pedestrian was a police officer well schooled on not entering the crosswalk until it was safe to do. She served as a decoy as part of a sting operation aimed at those who ignore pedestrians that legally have the right of way.

Traffic officers Monday morning took part in the sting that saw 28 motorists cited for violating the rights-of-way of children and adults attempting to cross Yosemite Avenue as well as at the intersection of Glenn Drive and Cottage Avenue.

Detective Sergeant Jodie Estarzlau said that Manteca High school resource officer April Smith crossed the roadway at Cottage and Glenn some 17 times during the sting, half of which she was "violated" by an oncoming motorist. She was almost struck several times.

"I'm surprised we haven't had more injuries at that location," Estarzlau said.

"Residents in the areas were grateful and happy to see enforcement for the issues of speeding vehicles and for motorists not stopping for pedestrians," she added.

She said the drivers claimed they didn't notice the pedestrians or felt that they had darted out in front of them. At least one motorist was on a cell phone, she further noted.

"All the pedestrians walked across when there was a safe distance for the drivers to see them, react and safely stop. More than one almost struck the pedestrian and, had they

<http://www.mantecabulletin.com/section/1/article/42795/>

5/16/2012

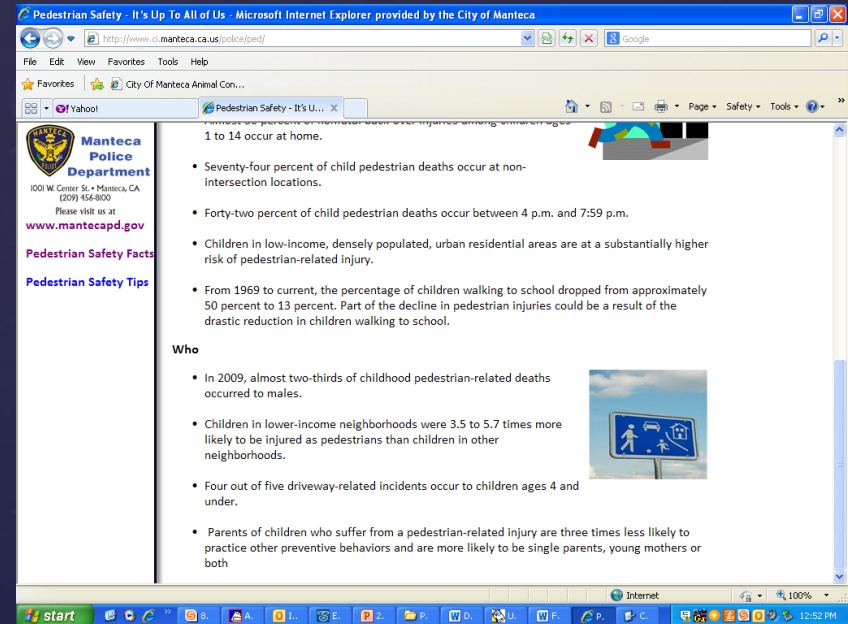


STING CROSS DSC - 4394



CROSS STING DSC - 440

PD Website Link



Total Amount Used

\$3,850.00